

Submitted: October 4, 2017

Approved: October 4, 2017

**MINUTES OF THE CITY OF ROCKVILLE SIGN REVIEW BOARD**  
**MEETING 02-2017**  
**March 8, 2017**

The City of Rockville Sign Review Board convened in regular session in the Black Eyed Susan Conference Room at 9:00 a.m., March 8, 2017

**Members Present:** Ms. Ruth Hanessian  
Mr. Jay Feinstein  
Mr. Joe Anastasi  
Kim Nordheimer – Prospective Member  
Kristen Dean – Prospective Member

**Staff Present:** Deane Mellander, Zoning Administrator  
Tamara Dietrich, Inspection Services Division

**Applicants Present:** See Sign in Sheet

**I. PUBLIC HEARING**

**SRB2017-00597 – 1800 Rockville Pike, Sun Trust Bank**

This modification request is for Sun Trust Bank to install their logo that is larger than permitted. Logos are permitted to be up to 20 percent of the area of a sign.

This property is in the MXTD zone. The total sign area is 14.86 square feet and 20% of that area equals 2.97 square feet that would be permitted for the logo. The applicant is requesting 10.08 square foot logo. The corporate logo is a sun burst.

Discussion with Tracey Diehl of Sun Trust on logos and defining logos. Logo is larger than the 20% of sign allowance. After very interesting presentation and a few questions from Ms. Hannessian, Mr. Anastasi moved to approve, Mr. Feinstein seconded. The motion was passed unanimously by 3-0 vote.

**SRB2017-00598 – 1251 West Montgomery Avenue, Cube Smart**

This modification request is to install 1 new freestanding sign and to add a sign panel to an existing freestanding sign and for 2 building signs for a newly constructed building that will be located behind the Best Western Hotel.

This property is in the MXE zone, which allows 250 square feet of signage per record lot. The hotel and Cube Smart will share this property. The hotel is currently using all the allowable 250 square feet of signage. The applicant is requesting 221 square feet of new additional signage. The sign color concept for the property is red/white letters. The existing hotel, being the only business on the property utilized red and white letters for their signs, which was acceptable as the only business there. The applicant is requesting the same, as some of their signs are red letters and some are white letters with a red border. In the MXE zone two freestanding signs are permitted on the property that abuts a limited access highway and the hotel is utilizing both. Cube Smart is requesting one more freestanding sign on the western edge of the property as a directional sign and inserting a Cube Smart panel in the existing freestanding sign adjacent to West Montgomery Ave.

Discussion with Pat Harris of Lerch Early & Brewer. With one underlying record lot, but it is comprised of two ownership lots. Hotel uses all allowable signage which is 250 square feet. Presented the five new signs that were being proposed.

Sign #1 – 71.6 square feet

Sign # 2 & #4 –

Sign #3 – free standing direction sign

Sign #5 – free standing hotel sign

Total 221 square feet

Discussion of free standing sign #3 placement.

Discussion of signs facing 270

Sign #5 – free standing hotel sign – Mr. Anastasi moved to approve, seconded by Mr. Feinstein. The motion passed by unanimous vote.

Sign #1 – Mr. Anastasi moved to approve, seconded by Mr. Feinstein. The motion passed by unanimous vote.

Directional Sign #3 – Mr. Anastasi moved to approve, seconded by Mr. Feinstein.

Discussion followed (Confusing? Height?), no vote by Ms. Hanessian.

Signs #2 & #4 – combine signs 2 & 4 to one building sign. Mr. Anastasi moved to approve, seconded by Mr. Feinstein. The motion passed by unanimous vote.

Sign #4 – Mr. Anastasi moved to deny, seconded by Mr. Feinstein. The motion passed by unanimous vote.

**II. MINUTES** – *Mr. Anastasi moved, seconded by Mr. Feinstein to approve the Minutes for Meeting 01-2017. The motion passed by unanimous vote.*

**III. OLD BUSINESS** – None

**IV. NEW BUSINESS** – None

**V. ADJOURN** – Meeting adjourned at 9:40 am.

The next meeting of the Sign Review Board is scheduled for Wednesday, May 31, 2017 at 9:00 AM in the Black Eyed Susan Conference Room, located on the 3<sup>rd</sup> floor of City Hall.